

Campaign Ideas & Events:

Drivin' to Give, Racin' to Win

Special Events:

- Minnow Races
- Dunk Tank
- Coloring Contest
- Pit Crew Challenge
- Tailgating Pot-luck
- Horse Racing

Ways to Promote the Campaign:

- Each department has the opportunity to have a team name throughout the campaign to be used on minnow races, pit crew challenge & horse racing
- Email out United Way statistics each day with a racing theme background
- Give everyone who donates at a certain level a trophy
- Have upper level management volunteer to sit in the dunk tank – they must commit to either a time frame or a specific level of donations
- Use the coloring contest as a way to get employees families involved in your campaign

Campaign Decorations:

- Calendar of events & theme sent out via email and posted on doorways and break areas
- Checkered flags
- Checkered table clothes at food events
- Trophies
- Finish Line